

MAY 2011

P/ID 37517/PBEA

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. State the characteristics of marketing information system.
2. State the importance of marketing research.
3. What is market survey? How is it used as a technique of marketing research?
4. What are the importance of exploratory research?
5. What are the socio cultural factors that influence consumer behaviour?
6. What are the process of learning?
7. What are the various components of attitudes?
8. What are the factors that influence impulse purchasing?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. What are the issues involved in the media research?
10. Discuss the different methods of sampling.
11. What factors would you bear in mind while designing a test market?
12. Explain the Howard-Seth model of buyer behaviour.
13. What are the various factors influencing consumer behaviour?
14. Discuss the steps in consumer decision making process.

PART C — (1 × 15 = 15 marks)

Compulsory.

15. Assume that you are assigned to conduct a marketing research for a product of "Twins" TV which is going to be introduced in the market, assume that the competition products are SAMSUNG, LG and SONY only (Television).

Draw UPA suitable strategy.